Project Management
INK works in conjunction with state agencies to identify services that, when Web-enabled, can provide maximum benefit to agencies and their constituents. Project opportunities may be initiated by agency request, by customer demand, or by inspiration from a successful service being provided by other eGovernment portals. Opportunities are analyzed to determine potential benefits to the agency and its customers as well as technical feasibility. Once identified, services are prioritized and added to the INK development queue. Generally, INK has at least eight new Web services in various stages of its development queue. Effective project management ensures that all phases of the application development life cycle – project definition, project planning, project execution and project closeout – are performed successfully and on-schedule.

Web Application Development
INK has a team of dedicated, talented Web application developers experienced in eGovernment. Rapid, effective development and deployment is critical to the partnership's operations and financial model. Resource and cost over-runs are not covered by the taxpayer, and INK earns nothing until taxpayers derive real benefit from a working application. This provides fertile ground for a partnership whose highest priority is being responsive to agency needs while maximally pleasing citizens and businesses.

Web Site and Application Maintenance
A significant portion of the INK technical team's effort is devoted to ongoing maintenance of the accessKansas Web site, state agency web sites, and the individual applications. This includes modifications to existing services at an agency's request or made necessary by changes in back-end systems; upgrades of applications to improve performance; and updates to the Web site (such as the complete redesign in November 2000).

Web Site and Application Hosting
INK has invested in an infrastructure that provides maximum "up-time" for INK services. A dedicated server hosts state Web applications that interface with back-end systems (including the state mainframe). A secure socket layer server (SSL) is also utilized to encrypt private information, such as customer credit card transactions. INK also enjoys excellent Internet bandwidth with a series of T-1 connections designed to provide maximum speed to the user. INK continues to budget for a new infrastructure to support the growing needs of the state of Kansas. In 2002, such items include clustering both Web and application servers, implementation of a second firewall, and other investments expected to further improve site performance, reliability and redundancy.

Marketing
Even the best Web applications are useless if no one knows about them, which is why marketing is a key component to the success of INK. INK utilizes a variety of marketing strategies to drive adoption of INK Web services. Most marketing efforts have been geared to business users, who realize significant savings in time and money by conducting state business via the Web. INK delivers the INK message to businesses through trade shows, direct mailings, fax promotions and some trade publication advertising. In addition, INK works with state agencies to provide promotional materials and information to help agency staffs promote their own Web services.

Training
Training is also an effective marketing tool that is utilized by INK for agencies to become more familiar with INK services. This occurs not only during Web application development, but is an

ongoing effort as agency staff turnover and INK services evolve. Customer training, through trade group and agency-sponsored seminars, is also conducted to help users gain a comfort level with "self-service" via the Web.

Customer Service

An effective Help Desk is vital to the operation of the INK portal. When a customer encounters a question or problem using a state service, assistance is only a phone call or Webmaster email response away. INK's customer service representatives are well versed in all INK services and are able to assist customers knowledgeably and quickly. When necessary, customers may be referred to an application developer to resolve more complex questions.

Payment Portal and Account Management

Because INK is a self-funding portal, several of its services involve the collection of money from customers. Money collected is a combination of agency statutory fees and enhanced access fees. Statutory fees collected through INK subscriber accounts are remitted to the agency on a monthly basis, along with a report detailing transaction activity. Currently, INK maintains over 4,000 subscription accounts; each subscription account may have up to ten unique user names and passwords. Accounts are billed by INK monthly for any services used, with INK assuming the burden of collection. Regardless of customer collection status, statutory fees are always remitted to the agency as scheduled. INK also provides Account Management features on the site, allowing customers to examine search histories and billing summaries as needed. To enable credit card transactions, INK utilizes authentication and fund-capturing services, maintains a merchant account with the state credit card vendor and covers all banking fees. Statutory fees collected via credit card transactions are remitted immediately to the agency.

ACCESSKANSAS 24X7 CUSTOMER SUPPORT OVERVIEW

Help Center for Applications & Services

accessKansas dedicated staff currently support all portal subscriber accounts (over 3,800), a host of applications, site visitors, and persons inquiring about general information related to Kansas. The portal customer service is commonly referred to as the "accessKansas Help Center or Help Desk"..

In addition to intimate knowledge about the existing Kansas applications, Help Center staff has expertise in the areas of customer service, Web and computer technical support, accounting, general troubleshooting, and administrative support. The staff also develops Help Center and other administrative policies, procedures, and knowledge bases for individual applications and account maintenance.

This team is charged with answering inquiries that come in the form of phone calls, emails, US mail and faxes. They set up new accounts, perform maintenance, and assist users with applications and general search functions on the portal.

Self-Help Techniques

The Help Center is available online on the home page of accessKansas: http://www.accesskansas.org/help-center.html. This area provides self-help to subscribers and other site visitors. It is continually updated and improved, based upon customer feedback and agency input. The online Help Center provides users with contact information, including a direct phone number and email address (helpcenter@ink.org).

Account maintenance can be noted online within a customer's account record as well. Subscribers have the ability to view their billing statements online through this site. Subscriber "self help" can be found online at http://www.accesskansas.org/subscriber.html.

Every new application includes a "Helpful Hints" section as well as a "Frequently Asked Questions (FAQ)" to encourage user interaction and self-help. Both the agency involved with the application and the portal Help Center staff provide continuous enhancements to these standard sections of the applications. In many cases, Help Center staff work closely with agency personnel and accessKansas project managers to assist customers.

accessKansas Help Center staff regularly check Help Center email inquiries over the weekends, as well as nightly during seasonal service times (Legislative session, hunting license sales season, tax season, etc.), so that customers are not neglected for a significant period of time. This has proven to be especially important for visitors wanting to file their taxes.

A recent addition to the accessKansas Help Center is that of "Live Help". This service provides for real-time, live assistance from portal personnel via the Internet. "Live Help" has become a popular choice for user interaction with the portal, with Webmaster feedback emails and phone calls decreasing significantly since its launch. accessKansas administrators receive system-generated reports and statistics that track the chat sessions, as well as summarizing the results of the user exit surveys.

The service allows for three live chats to be going on simultaneously per customer service representative, and provides for the operator to respond with a pre-determined response, for commonly asked questions. The portal literally "pushes" a user to the appropriate government Web page needed by automatically directing the user's browser to that page.

Email and Telephone Support

accessKansas provides a dedicated portal help desk that has both telephone and email responsibilities, located in our offices. accessKansas provides 8:00 am to 5:00 pm telephone and email technical support with on-call support for non-working hours.

Support Policies and Procedures

Telephone and email support requirements include the following:

- Logging of customer/partner telephone calls and emails, if necessary, to ensure inquiries are properly addressed in a timely fashion.

- Review of telephone calls and email logs to identify and rectify frequent inquiries.

Technical support service telephone calls are handled through the accessKansas office via a toll-free nationwide number. Initial calls are funneled through an Interactive Voice Response Unit that has three predetermined call paths based upon the caller's desired need – administrative assistant, billing, help desk and technical support.

Specifically, the portal help desk serves as the single point of contact for all customer/partner calls regarding the portal. Specific questions of a policy nature are referred to designated agency contacts. The help desk provides callers with several ways to resolve questions or locate an answer on their own.

Based upon its interaction with the customer/partner, the portal customer service staff develops a list of frequently asked questions and maintains this list based upon customer calls and the frequency of calls on specific issues. The customer service staff is also responsible for ensuring these questions and other service aids are readily available online through the portal. Our technical support staff supplements the customer service staff and provides answers for any questions beyond the technical scope of our customer service department.

We always want our partners' portals to be known as "one-stop government solutions" and, therefore, we take all customer calls very seriously. When a customer calls, we resolve the issue or, if not within the purview of the portal, direct them to someone within the government who can provide an answer.

ACCESSKANSAS 24X7 CUSTOMER SUPPORT CONTACT INFORMATION

Technical Help Desk:

Help Desk Direct Line: 1-785-296-6518
Help Desk E-mail: helpcenter@ink.org

accessKansas Staff:

Primary Contact: Jessica Whitney
Help Desk Technician
accessKansas Main Number: 785.296.5059
Toll Free: 800.452.6727

Brian Stevenson
Director of Marketing
    Office: 785.296.5674
    Cell: 785.554.3274
    E-Mail: BrianS@ink.org

Tracy Smith
General Manager
    Office: 785.296.5275
    Cell: 785-249-6446
    E-Mail: Tracy@ink.org

Michael Cook
Director of Development
    Office: 785.296.6517
    Cell: 785.249.0181
    E-Mail: Michael@ink.org

Brian Vandruff
System Administrator
    Office: 785.296.0585
    Pager: 785.887.7573
    E-Mail: Brian@ink.org

Vicki McGoyne
Project Manager
    Office: 785.296.0586
    Cell: 785.220.3640
    E-Mail: Vicki@ink.org

Brent Hoffman
Project Manager
    Office: 785.296.5674
    E-Mail: Brent@ink.org

Information Network of Kansas Executive Director

Jim Hollingsworth
Executive Director
    Office: 785.296.1464
    Cell: 785.221.8715
    E-Mail: JamesH@ink.org

1. Partner/customer will call the KIC Help Desk Technician (785.296.5059) or contact via e-mail at helpcenter@ink.org and request assistance.

2. If calling via phone, partner/customer will select User and Technical Support (#3) from the menu of options to reach the Help Desk Technician.

3. Help Desk Technician will determine priority through discussion with partner/customer and take appropriate actions based upon agreed priority level.

Low Priority Support Issue: (i.e. login doesn't work, changing access, billing question, etc.)

Partner/customer will call the KIC Help Desk Technician (785.296.5059) or contact via e-mail at helpcenter@ink.org and request assistance.

- If calling via phone, partner/customer will select User and Technical Support (#3) from the menu of options to reach the Help Desk Technician.

- The Help Desk Technician will respond to the inquiry and report back to the partner/customer any outcome or planned action to resolve.

Medium Priority Support Issue: (i.e. billing data lost, reporting or file export problems, etc.)

- The Help Desk Technician will respond to the inquiry and report back to the partner any outcome or planned action to resolve.

- The Help Desk Technician will attempt to resolve the problem or contact the appropriate personnel who will correct the problem. Also, the Help Desk technician will keep in contact with the partner who paged/contacted them and provide periodic updates as needed.

High Priority Support Issue: (i.e., DMV server is down, Network is down, etc.)

1. accessKansas Technical Help Desk staff person will respond to inquiry within 30 minutes or less and find out more details about the problem.

2. The Help Desk Technician will attempt to resolve the problem or contact the appropriate personnel who will correct the problem. Also, the Help Desk technician will keep in contact with the partner who paged and give them periodic updates if needed.

3. If the Help Desk staff is unavailable or does not respond with in the 15 minutes with a status of the issue, the partner will contact the individuals named in the Contact List in the following order depending on the nature of the problem:

   Problem is of Technical Nature:
   - The partner will start with the Director of Development.

- If no response after 30 minutes, the customer will contact the Systems Administrator
- If no response after 30 minutes, the customer will contact the Director of Marketing and Portal Operations.
- If no response after 30 minutes, the Customer will call the General Manager.
- If no response after 30 minutes, the Customer will call the INK Executive Director.

Problem is of Business/Non-Technical Nature
- The partner will start with the accessKansas Project Manager affiliated with the application in question.
- If no response after 30 minutes, the customer will contact the Director of Marketing and Portal Operations.
- If no response after 30 minutes, the Customer will call the General Manager.
- If no response after 30 minutes, the Customer will call the INK Executive Director.

After-hours - *For high priority support issues after normal accessKansas hours, the partner will call either (800) 452.4677 or (785) 296.5059. When the accessKansas voice recording starts, push #4 and when prompted enter your phone number so that the accessKansas staff member can return your call and assist you.*